MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/ 2016

BMR 3844 – MARKETING CHANNEL MANAGEMENT

(DE 100)

1 JUNE 2016
2.30 PM – 4.30 PM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages only (including cover page).
2. Answer **ALL** the questions.
3. The distribution of the marks for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

What is channel function? Discuss NINE universal channel functions with an example.

(Total 20 marks)

QUESTION 2

What is selective distribution? Discuss the conflicts that exist between manufacturers and downstream channel members regarding channel intensity decisions.

(Total 20 marks)

QUESTION 3

Channel gaps arise as a result of bounds that prevent the channel captain from optimizing the channel structure. Discuss the causes and effects of both service gaps and cost gaps.

(Total 20 marks)

QUESTION 4

Detailed knowledge of function performance in the channel improves service output and determines rewards for channel members. Define service outputs and briefly describes the SIX categories of service outputs.

(Total 20 marks)

QUESTION 5

Franchising is a marketing channel structure intended to convince end-users that they are buying from a vertically integrated manufacturer. Discuss the reasons that entrepreneurs choose franchising over starting a new business.

(Total 20 marks)

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